



August 29, 2014

To: Executive Board

Subject: **Contract Amendment – General Marketing Services**

Recommendation

Authorize the Executive Director to amend the General Marketing Services contract in the amount of \$10,634 for the redesign of the bus livery to accommodate the new dimensions of the Proterra V2 electric bus.

Analysis

In May of this year, Proterra unveiled Version 2 (V2) of their electric bus, which Foothill Transit has branded locally as the Ecoliner. The Foothill Transit Executive Board authorized the purchase of two new V2 Proterra electric vehicles at its meeting in June 2014. The V2 has many new features and amenities, but more specifically it is five feet longer than the previous BE35, has a more subtly streamlined vertical profile, and a new window and door configuration (**Attachment A**).

In addition, further review of materials has shown that there are significant maintenance and cost advantages to switching the livery from a vinyl decal application to a paint application. This may create some alteration in the color placement of the Ecoliner livery that would require adjustment.

In order to maintain the integrity and impact of the design of our highly visible Ecoliner fleet, a design review and retooling will need to be executed for the reasons stated above.

Budget Impact

The retooling of the Ecoliner livery to fit the new Proterra V2 body and paint materials will cost \$10,634. This item is budgeted in the FY 2014/2015 Capital Budget.

Sincerely,

A blue ink signature of Felicia E. Friesema, consisting of a stylized 'F' followed by a long horizontal line.

Felicia E. Friesema
Director of Marketing and Communications

A blue ink signature of Doran J. Barnes, featuring a large, looped 'D' and 'B'.

Doran J. Barnes
Executive Director



Attachment A

